

AN ORDINANCE **9 6 7 9 2**

ACCEPTING THE PROPOSAL OF CUTTING EDGE COMMUNICATIONS, INC. TO PROVIDE MEDIA CONSULTATION AND TARGETED ADVERTISING SERVICES FOR THE RACIAL AND ETHNIC ADULT DISPARITIES IMMUNIZATION INITIATIVE OF THE SAN ANTONIO METROPOLITAN HEALTH DISTRICT FOR THE PERIOD DECEMBER 1, 2002 THROUGH MARCH 31, 2003; AUTHORIZING THE EXECUTION OF A CONTRACT WITH CUTTING EDGE COMMUNICATIONS, INC. FOR AN AMOUNT NOT TO EXCEED \$150,000.00; AND AUTHORIZING PAYMENTS FOR SERVICES.

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WHEREAS, the Centers for Medicare and Medicaid Services (CMS) provides full coverage for influenza and pneumococcal vaccines and their administration for all Medicare beneficiaries; and

WHEREAS, the CMS has funded a demonstration project in the San Antonio Metropolitan Health District (SAMHD) known as the Racial and Ethnic Adult Disparities in Immunization Initiative (READII), which targets minority populations 65 years of age and older through media messages encouraging vaccinations against influenza and pneumonia; and

WHEREAS, to accomplish this goal SAMHD must outsource specialized media campaign development and advertising services to a company with the social marketing expertise to appeal to this population; and

WHEREAS, a request for proposals for media consultation services was let October 6, 2002, and resulted in the submission of six proposals for consideration; and

WHEREAS, staff representing the Departments of Health, Economic Development, Office of Management and Budget, Asset Management, Convention and Visitor's Bureau and the City Attorney's Office reviewed the proposals and assigned scores for each proposal based on technical merit, experience, and overall cost of prescribed services to be provided; and

WHEREAS, the proposal from Cutting Edge Communications, Inc. received the highest cumulative score and has been determined by staff to be the proposal offering the best value at the lowest overall cost to the City; and

WHEREAS, based on the evaluation of the staff's review of the proposals, staff recommends the award of the media consultation services contract to Cutting Edge Communications, Inc.;
NOW THEREFORE:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The proposal of Cutting Edge Communications, Inc. to provide media consultation and targeted advertising services in connection with READII is hereby accepted. A copy of this proposal is attached herein for all purposes as Attachment I. All other proposals submitted are hereby rejected.

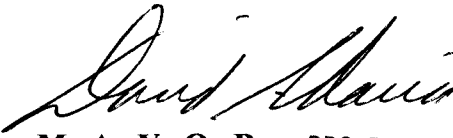
SECTION 2. The City Manager, or her designee, is hereby authorized to execute an agreement with Cutting Edge Communications, Inc. for media consultation and targeted advertising services for the period December 1, 2002 through March 31, 2003.

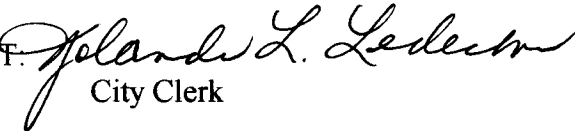
SECTION 3. Payments for these services in an amount not to exceed \$150,000.00 are hereby authorized to be paid to Cutting Edge Communications, Inc. for media consultation and targeted advertising services in connection with the READII project. These payments will be made from Fund No. 26-022087, Activity 36-07-09, Index Code 711812.

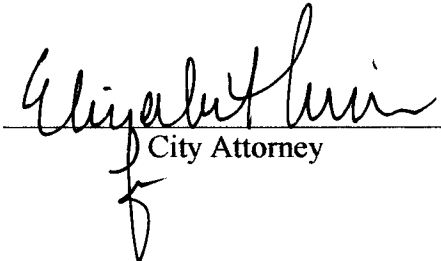
SECTION 4. Should the agreement offered be in an amount other than that budgeted for, or should the agreement contain terms and conditions different than those currently existing, acceptance of the agreement, budget and corresponding personnel complement will be subject to subsequent City Council ordinance.

SECTION 5. If an agreement, as first reviewed and approved by the City Attorney, is not signed by both parties within fifteen (15) days from the effective date of this ordinance, it becomes null and void, and any further signed documents must be considered by the City Council.

PASSED AND APPROVED this 21st day of November, 2002.


M A Y O R PRO TEM
for EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
City Attorney